

Message Text

UNCLASSIFIED

PAGE 01 ATHENS 04703 081004Z
ACTION EB-08

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TO AMEMBASSY DAMASCUS
INFO SECSTATE WASHDC 6147
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UNCLAS ATHENS 4703

E.O. 11652 N/A
TAGS BEXP, GR, SY
SUBJECT: 1978 DAMASCUS INTERNATIONAL FAIR

REF: DAMASCUS 3284

1. ON MAY 31, 1978 RTDO/ATHENS AIR POUCHED TO DUSEX THE FOLLOWING ITEMS

IN CONNECTION WITH THE PARTICIPATION OF INTERNATIONAL HARVESTER EXPORT

COMPANY (IH) IN SUBJECT EXHIBITION:

- A. FS-459 GENERAL RECEIPT FOR DOLLARS 1,200
- B. DIB-4008P PARTICIPATION AGREEMENT
- C. DIB-466P MARKETING DATA FORM
- D. DIB-426P PRODUCT CHARACTERISTICS DESIGN CHECK OFF LIST
- E. ONE(1) PRODUCT CATALOG (INTERNATIONAL HARVESTER PAYLOADER 520 SERIES A)

2. A SECOND FOLLOWUP REQUEST FOR THIRTY (30) ADDITIONAL BROCHURES AND BLACK AND WHITE GLOSSY PHOTOS (IN CASE THEY CAN BE USED ADVANTAGEOUSLY) WAS MADE TO IH BY RTDO ON JUNE 6. THESE BROCHURES WILL BE FORWARDED TO DUSEX WHEN RECEIVED.

3. FIRM WOULD PREFER TO PARTICIPATE IN SUBJECT EXHIBITION AS INTER-UNCLASSIFIED

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NATIONAL HARVESTER EXPORT COMPANY, PAYLINE GROUP, WOODFIELD EXECUTIVE PLAZA, 600 WOODFIELD, SCHAUMBURG, ILLINOIS 60196, USA, TELEPHONE (312) 884-3000.

4. SYRIAN DISTRIBUTOR SHOULD BE LISTED AS MR. HAMED BAKI, NAMED BAKI CO., P.O. BOX 796, DAMASCUS, SYRIA, TELEPHONE 118-276.

5. PRODUCTS TO BE PROMOTED AT THIS EXHIBITION: ONE (1) INTERNATIONAL PAYLOADER MODEL 520A.

6. DESCRIPTIVE LANGUAGE AND A MENTION OF SIGNIFICANT FEATURES AS THEY SHOULD APPEAR IN THE EXHIBITION CATALOG ARE: QUOTE INTERNATIONAL HARVESTER IS ONE OF THE WORLD-WIDE MANUFACTURERS OF CONSTRUCTION EQUIPMENT. THE FIRM, WHICH WAS ESTABLISHED IN 1831, EMPLOYS APPROXIMATELY 102,000 EMPLOYEES IN 22 PLANTS LOCATED THROUGHOUT THE WORLD UNQUOTE. NEW PARAGRAPH QUOTE THE INTERNATIONAL PAYLOADER MODEL 520A IS ONE OF THE MOST RELIABLE, VERSALITE AND POPULAR SHOVEL TYPE, EARTHMOVING TOOLS EVER DEVELOPED. OUTSTANDING FEATURES INCLUDE SIMPLICITY OF MAINTENANCE, RAPID HYDRAULIC CONTROL RESPONSE AND POWER SHIFT TRANSMISSION COMBINED WITH FINGERTIP HYDROSTATIC STEERING AND UNPARALLELED RUGGED DURABILITY. MCCLOSKEY

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